



## The Role of Price and Country of Origin in the Purchase Decision of Bangkok Fashion Products at Monzninoen Store, Royal Plaza Mall, Surabaya

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### ABSTRACT

The fashion industry is highly competitive, with price and brand origin significantly influencing consumer preferences. Bangkok fashion, known for its trendy designs, quality materials, and affordability, has gained popularity in Indonesia. This study examines the role of price and country of origin in consumer decisions to purchase Bangkok fashion products at a store in Royal Plaza Mall, Surabaya. This research utilizes a quantitative approach, analyzing consumer perceptions and purchasing behavior. Findings indicate that consumers are attracted to Bangkok fashion due to its affordability and association with stylish trends from Thailand. While price is a major factor, the country of origin also enhances consumer trust and perceived exclusivity. These results suggest that leveraging a positive country-of-origin effect alongside competitive pricing can be an effective marketing strategy. This study provides insights for fashion retailers to enhance business strategies and strengthen Bangkok fashion's position in the local market.

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## INTRODUCTION

Indonesia has shown stable economic growth in recent years. Based on data from the Central Statistics Agency (BPS), in 2023, economic growth reached 5.05% year-on-year, with the transportation and warehousing sector experiencing the highest growth of 13.96%. This stability continued until the first semester of 2024, where the economy grew by 5.08% compared to the first semester of 2023. This condition reflects the increasing purchasing power of the community, especially in big cities. Surabaya, as the second largest city in Indonesia, is one of the economic centers with strong retail appeal. The occupancy rate of Malls in Surabaya reached 72.9% in the first semester of 2022, an increase compared to the previous year of 71.6%. Surabaya has more than 20 Malls spread across various regions, from the city center to West, East, and North Surabaya. One of the Malls that has great appeal is Royal Plaza, which is strategically located on Jalan Ahmad Yani, making it easily accessible from various areas in Surabaya. Royal Plaza Mall was chosen as the research location because it is a mall that can be reached by various groups, especially the lower middle class. With an average of 80,000 daily visitors, this mall offers a variety of shops, including shops selling Bangkok fashion products.

One of the shops that is the focus of the research is Monzninoen, which is strategically located on the ground floor near the atrium area. This atrium area is often used for various events, so Monzninoen is easily visible and attracts visitors' attention. In addition, Monzninoen is unique compared to other Bangkok fashion stores, such as Ritz Ladies, which are managed by many parties. Monzninoen is only managed by one person, making it easier to obtain permits and conduct field surveys. Bangkok fashion products are currently increasingly popular among consumers, especially the younger generation. Although previously people preferred original products, recently interest in Bangkok fashion has increased because these products offer modern designs, comfortable materials, and affordable prices. Unlike the thrift concept which provides used products, Bangkok fashion allows consumers to get new items with good quality but still pocket-friendly. Consumers' decisions to buy Bangkok fashion are believed to be influenced by several factors. One of them is the perception of Country of Origin (COO) which shows consumer trust in products from Thailand, which is known as the fashion center in Southeast Asia. In addition, price is also an important factor, because many consumers are looking for products that match their purchasing power. Previous studies have shown the importance of these two variables.

Research by Vanny Arisandi (2018) in "Analysis of the Influence of Country of Origin on Interest in Buying Bangkok Clothes on Instagram" revealed that Country of Origin has a significant positive influence on consumer purchasing interest, with a contribution of 42.4% to the decision to purchase Bangkok fashion products. Research by Vivi Setiani (2016) entitled "Study of Consumer Purchasing Decisions on Imported Clothing" highlights that price is an important factor in the decision to purchase imported clothing, where affordable prices attract consumers significantly. Another study by Ria Yuni Kurniati (2021) in "The Influence of Instagram Social Media on Bangkok

Clothes Sales at the Aviani Online Shop" concluded that price influences purchasing decisions with consumers tending to choose products that match their purchasing power, especially in markets with tight competition.

In the context of this study, the Monzninoen store at Royal Plaza is a strategic location to analyze the influence of price and Country of Origin on purchasing decisions for Bangkok fashion products. Unlike previous studies, this study combines two main factors, namely price and Country of Origin, to simultaneously understand how both influence consumer purchasing decisions. Previous studies have discussed these variables separately, such as Vanny Arisandi's (2018) study which focuses on the influence of Country of Origin or Vivi Setiani (2016) which highlights price. The uniqueness of this study lies in its approach that integrates the analysis of both factors in the specific context of the Monzninoen store at Royal Plaza Surabaya. In addition, the selection of Monzninoen, which has a single management structure, allows flexibility in the data collection process. Compared to other stores, such as Ritz Ladies which are managed by many parties, Monzninoen is an ideal choice to understand the consistency of the influence of price and Country of Origin.

This study also focuses on the Mall environment with a lower-middle market segment, which provides a new perspective in examining the strategy. Bangkok fashion product marketing strategies, which have tended to be associated with the middle to upper market segment. This study is expected to not only provide insight for business actors in determining effective marketing strategies, but also complement the literature with a more holistic approach, linking price and Country of Origin variables in the context of local Indonesian retail. Based on the background that has been presented, the formulation of the problem in this study is: What factors influence consumer decisions to purchase BKK fashion products at the Monzninoen Royal Plaza Surabaya store? And How does Country of Origin influence consumer decisions to purchase BKK fashion products at the Monzninoen Royal Plaza Surabaya store?

## LITERATURE REVIEW

Price is defined as an exchange value that can be equated with money or other goods as a value given or offered in return for obtaining something of value or management in an overall arrangement. (Supriadi, 2020). Price also plays an important role in influencing consumer purchasing decisions (Gunawan, 2012). If the price of a product or service is high without significant differences in functionality or quality compared to competing products or services, consumers tend to consider the offerings of those competitors. Conversely, if the price is low without good product or service quality, the company's products or services can be considered inferior compared to competing products or services. Therefore, in setting prices, companies need to consider the balance between price, product or service quality, consumer purchasing power, and competition from competitors to attract consumer interest in buying the products or services offered. According to Kotler (Kotler & Amstrong, 2010; Kotler & Keller, 2009), price dimensions include: a. Price

affordability b. Price suitability with product or service quality c. Price competitiveness d. Price-benefit matching

The traditional perspective adopted in retail marketing literature argues that retailers should adopt pricing strategies that are visible in the market. According to Kopalle, 2009 pricing can be done through a situational approach which means that it is influenced by various factors including competition within and across channels, customer factors, product type, manufacturer interactions, and media (e.g. store-based, online, or omnichannel). Popular strategies include Everyday Low Pricing (EDLP) which emphasizes 'offering consistently low prices across many brands and categories' and Hi-Lopricing, which is 'characterized by large temporary price discounts on high regular prices across many brands and categories' to encourage shopper visits (Shankar & Bolton, 2004, p. 31). Furthermore, there are a range of promotional pricing strategies that can be used including free offers; decoy pricing; bundled and time-limit offers (Ahmetoglu, 2014). Generally, retailers are found to pursue two particular pricing strategies that offer the advantages of relative simplicity in implementation and a degree of risk aversion but ignore customer behavior or willingness to pay. The cost-plus approach to pricing is based on marking up the cost of the product to the retailer by a fixed percentage or additional cash margin regardless of competitors' prices.

The fast-paced digital environment has redefined the way most businesses interact with their customers. Customer behavior analysis is a comprehensive study of how customers interact with a company. Using qualitative and quantitative approaches, customer behavior analysis examines all stages of the customer journey and provides an overview of what drives consumer behavior. By modeling customer behavior, you identify the behavior of customer groups to predict how similar customers will behave in similar situations. Understanding consumer behavior is essential for companies to succeed with their current products and introduce new ones.

All consumers have different thought processes and attitudes towards purchasing a particular product. If a company does not understand how consumers react to a product, the product is likely to fail. Consumer behavior changes with the development of factors such as trends, technology, fashion, and lifestyles. Marketers need to understand what is changing so they can adjust their marketing activities. In marketing, consumer differentiation is a way to distinguish one consumer from many others. It helps create target groups of consumers with similar behaviors. Understanding consumer behavior can help you create effective marketing campaigns. Each campaign can target a specific group of consumers based on behavior. Consumer behavior analysis has become an essential tool for understanding customers. By studying the forces behind consumer sentiment and customer buying behavior, companies can develop new products, run marketing campaigns, and increase profits.

Companies need to talk to consumers, understand their frustrations, and most importantly, understand their needs and expectations. Gordon R. Foxall et al to better understand consumer behavior. This paper proposes a system that

examines the epistemological status of the total model of purchasing and consumption derived from important behavioral analysis. In addition, this article describes the behavioral prospect model for purchasing and consumption, explains the origins of the model's research program, and identifies the complexity of the consumer behavior analysis model. Namely verbal behavior and marketing interventions in a wealthy consumer-oriented economy.

In Consumer Behavior Theory, it is also necessary to mention Maslow's Hierarchy of Needs. Maslow's hierarchy of needs is a psychological model that describes five levels of human needs, ranging from basic needs to self-actualization needs. This theory explains that consumers prioritize purchases based on the level of unmet needs. (Maslow, 1943; Kotler & Keller, 2009)

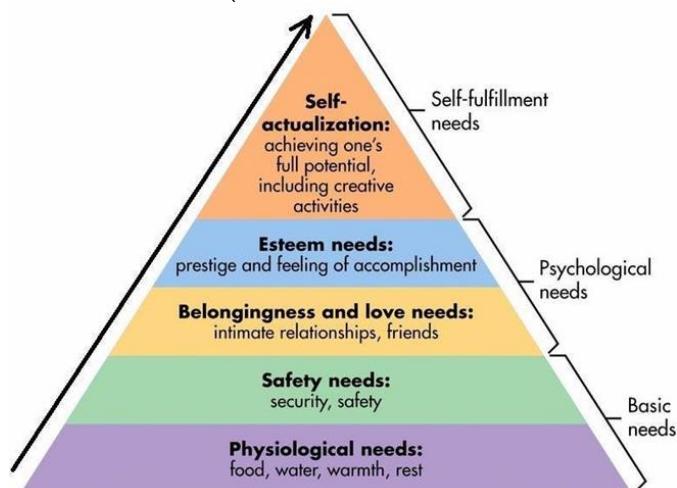


Figure 1. Maslow's Hierarchy of Needs Pyramid  
(Source: <https://www.simplypsychology.org/maslow.html>)

In the consumer context, physiological needs are reflected in the purchase of goods that meet basic needs, such as affordable and comfortable clothing. Security needs relate to the purchase of high-quality products to ensure durability and satisfaction. Social needs can be created through Bangkok fashion products, whose designs are fashionable and in line with global trends, creating a sense of social connectedness. Esteem needs are met through products from trusted countries of origin, such as Thailand, which enhance consumers' self-image. Meanwhile, self-actualization occurs when consumers choose Bangkok fashion as a means of expressing their style and personality. In this study, affordable prices can meet consumers' physiological needs, while Country of Origin plays an important role in increasing consumers' self-confidence and social recognition.

Country of origin is commonly associated with the 'Made in Country Name' label, which refers to where the product was manufactured. The concept of country of origin was first introduced and advocated in the United States in the 1890s, with the basic requirement for imported products (or their containers) to be marked with a foreign country of origin. Prior to the 1890s, country of origin labeling was not considered a legal requirement, but was used

as a marketing tool to provide consumers with information about the goods and their manufacturing process and also served to 'protect' domestic producers (Ha-Brookshire 2012; Morello 1984; Rohr et al. 1996), allowing buyers to distinguish them from international competitors. However, after World War I, it became mandatory for all products imported into the US to carry country of origin information. This was intended to punish defeated nations, such as Germany, and to help consumers identify and avoid products from former enemy countries, with the aim of creating a bad reputation for the industries of the defeated nations (Ha-Brookshire 2012). However, Germany has a long-standing reputation as a country of engineering excellence and therefore the 'Made in [...]' label has a positive impact, as consumers use it to identify and purchase German products.

Despite the impact of German-made products, legislation was introduced in the US stating that any imported product that is altered or completed in the United States after being imported is considered a domestic product and therefore does not require labelling under US law (Ha-Brookshire 2012). Following US legal requirements, the website [www.gov.co.uk](http://www.gov.co.uk) shows that in the UK it is not mandatory to label products with a 'Made in [...]' label. However, if brands feel the need to distribute products with a 'Made in [...]' label, then they must comply with the rules under the Sale of Goods Act 1979, which states that all products must be 'fit for their purpose', of satisfactory quality and correspond to their description. In essence, it is illegal to use false descriptions and therefore the label must clearly state the country where the product or item is made or produced (Papadopoulos and Heslop 2014). Ensuring that labels depict correct information has become crucial in an environment where globalization and global resource demand have increased. This is also the case when all mass manufacturers have moved their production offshore to countries with lower labor costs, such as China, India and Bangladesh, to gain location advantages. However, labeling a product as 'Made in China', for example, is still considered important for retailers as it provides consumers with information that helps them make informed decisions. Furthermore, the trend towards outsourcing has blurred the understanding of country of origin as retailers now place different COO dimensions in different countries to gain lower labor costs, leverage country expertise and be able to meet market demand.

## **METHODOLOGY**

The study entitled "Qualitative Study: The Role of Price and Country of Origin in Purchasing Decisions of Bangkok Fashion Products" uses a qualitative research approach. Qualitative research focuses on descriptive information that captures observable qualities and characteristics, but cannot be measured with numbers. The methods used in this study include in-depth interviews, focus group discussions (FGDs), direct observation, and document analysis. Through this approach, the study aims to understand how consumers form perceptions of a product and what factors influence their purchasing decisions. Data obtained from various sources are analyzed thematically to find certain patterns

and tendencies in consumer behavior. This study emphasizes an in-depth exploration of consumer experiences, opinions, and perceptions of price and Country of Origin of a fashion product. In the process, this study refers to the exposure or expressions of consumers who are analyzed to understand their mindsets towards the phenomenon being studied. In addition, this study answers exploratory-based questions that begin with the question word "how," which allows respondents to express their thoughts, experiences, and decisions freely. Thus, the results of this study are expected to provide deeper insight into the factors that influence purchasing decisions in the context of the fashion industry.

The data sources in this study are the answers contained in the questionnaires or surveys distributed by researchers or given by researchers to consumers of the Monzninoen Royal Plaza Surabaya store. The consumers or customers selected have certain indicators, namely:

1. Consumers or customers are male or female or have a clear gender identity.
2. Consumers or customers are aged 18-27 years.
3. Consumers or customers buy Bangkok fashion products.
4. Have bought Bangkok fashion products at the store at least once in the last 6 months.
5. Consumers or customers have certain goals or motives when deciding to buy Bangkok fashion products.
6. Consumers or customers make purchases at the Monzninoen store either directly or indirectly.

Data in the form of clauses, sentences, and paragraphs that indicate the perception or thoughts of consumers or customers regarding the influence of price and Country of Origin on the buyer's decision to buy Bangkok fashion products at the Monzinoen Store at Royal Plaza Mall Surabaya. The list of questions provided by the researcher to be shared by customers or consumers can be observed as follows:

1. Respondent profile contains: name, age, gender, occupation, shopping frequency, and shopping channel preferences.
2. What makes you interested in entering and browsing products at Monzninoen?
3. What do you think of the visual appearance and atmosphere of the Monzninoen store? Does this influence your decision to buy?
4. How much does price influence your decision to buy products at Monzninoen? Can you tell me an example of your experience?
5. Before buying fashion products at Monzninoen, what do you usually consider first?
6. Do you buy Bangkok fashion products because of the Country of Origin or because of other factors? Explain!
7. How do you view Bangkok fashion products compared to local products? Do you think products from Bangkok have a certain appeal?
8. How do you judge that clothes come from Bangkok?

## RESULT AND DISCUSSION

This study aims to analyze the factors that influence consumer decisions in purchasing Bangkok (BKK) fashion products at the Monzninoen Royal Plaza Surabaya store and how Country of Origin influences purchasing decisions. Based on the results of the questionnaire, the factors found include price, size, style, social media, and the country of origin of the product (Country of Origin).

### Respondent Characteristics

#### 1. Based on Gender

In this study, the number of respondents who participated consisted of two gender categories, namely women and men. The following is the distribution of respondents by gender:

Table 1. Number of Respondents

Gender	Amount
Female	127
Male	4
Amount	131

From the data above, it can be seen that the majority of respondents in this study were female, with a much higher number than males. This shows that Bangkok fashion products (BKK) sold at the Monzninoen Royal Plaza Surabaya store are more in demand by women than men. Female (127 Respondents) Most of the respondents in this study were female, which shows that the main market segment of Bangkok fashion products at Monzninoen is more oriented towards female consumers. Women tend to be more active in looking for fashion products that suit their preferences, both in terms of price, size, and style. The diversity of clothing models and fashion trends that are always developing are the main factors that attract their interest in shopping. Male (4 Respondents) The very small number of male respondents shows that Bangkok fashion products at Monzninoen are likely not very attractive to male consumers. This could be due to the limited choice of fashion products available for men or because men's shopping preferences tend to be more practical and do not follow fashion trends as much as women. Overall, these results provide insight that the main target market for Bangkok fashion products at the Monzninoen store are women. Therefore, marketing strategies and product development can be more focused on the needs and preferences of female consumers to increase product appeal and sales.

#### 2. Based on Age

In addition to gender, this study also groups respondents based on age range. Here is the distribution of respondents by age category:

Table 2. Age Range of Respondents

Ages	Responden
18-22	54 persons
23-27	36 persons
28-32	31 persons
>32	10 persons
Jumlah	131 persons

Based on the data above, the majority of respondents are in the 18-22 age range, followed by the 23-27 age group. This shows that Bangkok fashion products are more in demand by young consumers, who are generally more active in following fashion trends and have more dynamic consumption patterns.

- a. Age 18-22 years (54 Respondents) This age group is the largest segment in this study. Consumers in this age range are generally students or individuals who have just started working and tend to have a preference for clothing that is stylish, affordable, and in line with the latest trends. They are also more active in shopping through social media and e-commerce, which are important factors in Bangkok's fashion marketing strategy.
- b. Age 23-27 years (36 Respondents) This group is a more mature consumer in their purchasing decisions. They may already have their own income and are more selective in choosing fashion products. In addition to considering trends, they also start to pay attention to aspects of comfort and material quality in choosing clothes.
- c. Age 28-32 years (31 Respondents) Respondents in this age range tend to choose fashion products that have a balance between style and comfort. They may have higher purchasing power than younger age groups, but are more selective in choosing clothes that suit their needs, both for work and everyday style.
- d. Age >32 years (10 Respondents) This age group has the fewest number of respondents in this study. They tend to prefer fashion products that are practical, comfortable, and have long-term value in their use. Consumers in this group may be more loyal to certain brands and less impulsive in shopping than younger age groups.

Overall, these results indicate that the main target market for Bangkok fashion products at the Monzninoen store is consumers aged 18-27 years. Therefore, marketing strategies and product development can be more focused on styles that suit youth trends, as well as the use of social media and digital platforms to attract the attention of this segment.

### 3. Price

Price is one of the main factors in consumer purchasing decisions. Based on the results of the questionnaire, prices are categorized into three levels: cheapest, standard, and most expensive.

- a. **Cheapest.** The cheapest price is the price that is considered the lowest by consumers but still provides value that is commensurate with the quality of the product. Bangkok fashion products with this price attract the attention of consumers who are looking for stylish clothes at economical prices. They feel that at this price, they still get products with attractive designs even though the quality of the material may not be on par with premium products. Data showing respondents' opinions regarding the cheapest price can be observed as follows: "The cheapest 69000 can get a top, it's quite okay for Bangkok fashion" (Data. KK.Hr.Mu.01.1.1). According to the data (KK.Hr.Mu.01.1.1) it is known that the respondent thinks that the cheapest price that is considered appropriate by consumers for Bangkok fashion products is IDR 69,000, where consumers feel that this price is quite affordable for the products offered. Most likely, consumers who have a limited budget tend to look for fashion products with affordable prices, especially if they feel that the price still provides good value. This lower price factor can attract price-sensitive consumers, especially students or young workers who want to keep up with fashion trends without spending a lot of money.
- b. **Standard.** Standard Price is a price that is considered reasonable and commensurate with the quality of the product offered. Consumers who choose the standard price usually consider the balance between price and quality. They see that the price is still acceptable as long as the product received has a quality that matches expectations, such as comfortable materials and designs that match Bangkok fashion trends. The following data presents respondents' views on standard prices: "The price is standard, commensurate with the quality" (Data. KK.Hr.St.01.1.2). According to the data (KK.Hr.St.01.1.2) some consumers feel that the price offered is commensurate with the quality of the product. This shows that there is a balance between price and expectations regarding the quality of materials, design, and durability of the product. Consumers in this category are likely to have more flexible purchasing power and consider quality aspects more before making a purchase.
- c. **Most Expensive.** The most expensive price is the price that is considered higher compared to local brands or other competitors. In this study, consumers realized that there was a significant price difference between Bangkok fashion products and local products. The following is data that illustrates respondents' opinions about the most expensive price: "Compared to the local matahari, the bottoms here are very expensive, ordinary embroidered cotton skirts cost 189,000" (Data. KK.Hr.Ma.01.1.3). According to data (KK.Hr.Ma.01.1.3), consumers compare the prices of Bangkok fashion products with local brands and

feel that these products are more expensive. Consumers who are aware of this price difference may associate the higher price with exclusivity factors, quality materials, or more attractive designs compared to local products. This shows that the perception of expensive prices can be accepted if the product has added value that is perceived by consumers, such as better quality or more unique and exclusive designs. In addition, higher prices can also affect consumers' perceptions of social status. Expensive products are often associated with prestige and exclusivity, so some consumers still choose to buy even though there are alternatives with lower prices. However, for consumers who are more sensitive to price, this difference can be a factor that inhibits their purchasing decisions.

#### 4. Size

Clothing size is an important factor in consumer purchasing decisions. Consumers choose sizes based on comfort, suitability to their body shape, and style preferences. In this study, sizes are categorized into two, namely small and large sizes.

- a. **Small Size.** Small size is a clothing category designed for consumers with a more petite body. Respondents' views on small sizes are reflected in the following data: "I prefer the cutting of the clothes, it fits a petite body like mine." (Data: KK.Sz.Kc.01.2.1). According to data (KK.Sz.Kc.01.2.1), consumers with small bodies feel more comfortable with the cuts of Bangkok fashion clothes because they fit better than the standard sizes of local products. This shows that Bangkok fashion has sizes that are more suitable for those with petite bodies, making it the main choice for consumers who have difficulty finding clothes with the right size. This preference can also be an opportunity for manufacturers to adjust more diverse sizes to reach more consumers.
- b. **Plus Size.** Plus size is a clothing category that offers a looser or oversized cut. The description of respondents' perceptions regarding plus size can be found in the following data: "I buy it because there are many comfortable oversized products." (Data: KK.Sz.Bs.01.2.2). According to data (KK.Sz.Bs.01.2.3), consumers choose oversized clothing because it provides more comfort in dressing. The oversized clothing trend is becoming increasingly popular, especially among young people who like a casual and loose look. In addition, oversized clothing is also considered more flexible because it can be combined with various other fashion items, so it can be used for various occasions, both formal and casual.

#### 5. Style

Style in the context of fashion refers to the way a person dresses that reflects their personality, aesthetic preferences, and current trends. In this study, style is one of the factors that influences purchasing decisions, because consumers tend to choose clothes that match their identity and self-expression.

Style in this study is categorized into main trends and certain style subcategories.

- a. **Fashion Trends.** Fashion trends refer to changes in clothing styles that develop over a period of time and are often influenced by culture, celebrities, and social media. To understand fashion trends according to respondents, you can look at the following data: "I think Bangkok fashion is bolder in exploring new trends." (Data: KK.Sl.Tr.01.3.1. According to data (KK.Sl.Tr.01.3.1), consumers consider Bangkok fashion to be more innovative in presenting new trends compared to local products. Bangkok fashion's ability to adapt to changing global trends is one of the main reasons why consumers are interested in buying these products. Bangkok fashion is more innovative in exploring various styles compared to local brands, which tend to be more conservative in design. The uniqueness in exploring designs, choosing materials, and varying models makes Bangkok fashion more attractive to those who want to appear different and always up-to-date with the latest trends. The courage to present new variations is the main attraction for consumers who want to appear different. One of the factors that influences consumer purchasing decisions is the Country of Origin (COO) or country of origin of the product. COO can shape consumer perceptions of the quality, design, and exclusivity of a fashion product. In this study, consumers associate Bangkok fashion products with certain characteristics that distinguish them from local products.

## **6. Clothing Labels**

A clothing label is written information on a fashion product that includes various details such as brand, size, material, care instructions, and origin of production. This label functions as a product identity and is an important indicator for consumers in assessing the authenticity and quality of the clothes they buy. Consumers often identify Bangkok fashion products from the clothing labels on the products. This label is the main indicator for consumers in ensuring the authenticity and origin of the product.

- a. **100% Thai Label.** This label only uses Thai without any additional languages, which is often considered an indicator of the authenticity of Bangkok products. The following data shows respondents' views on the 100% Thai Label: "There are some whose tags are only handwritten in Thai on paper labels." (Data: CO.Lp.Lt.02.2.1) According to data (CO.Lp.Lt.02.2.1) the presence of Thai language labels gives an authentic impression and increases the appeal of products for consumers who want original imported products from Thailand. This label also adds to the perception of exclusivity because it provides a different experience compared to local products that usually have labels in Indonesian or English.
- b. **Mixed Label (Thai & English).** This label is a type of clothing label that includes information in two languages, namely Thai and English. This label is designed to make it easier for international consumers to

understand product information, such as materials, sizes, and care instructions. The presence of mixed labels shows that Bangkok fashion products are not only targeted at the domestic market in Thailand but also for the export market. This data shows how respondents view Mixed Labels (Thai & English): "The label has Thai and English writing, so I can read how to wash it." (Data: CO.Lp.Lc.02.2.2). According to data (CO.Lp.Lt.02.2.2) the existence of labels with mixed languages makes it easier for consumers to understand information related to clothing care. This shows that Bangkok fashion products with mixed labels are more easily accepted by the international market. Consumers feel more confident in buying these products because they can understand important details such as materials and care methods, without language barriers. In addition, mixed labels also reflect a broader marketing strategy, targeting not only local Thai consumers but also customers abroad.

## 7. Material

The fabric material is one of the main factors influencing consumer purchasing decisions for Bangkok fashion products. Consumers consider the comfort, durability, and aesthetics of the materials used. In this study, fabric materials are divided into two main categories, namely materials and motifs.

**a. Material.** The materials used in Bangkok fashion products play an important role in determining the comfort and attractiveness of the product. Consumers tend to choose materials that are breathable, lightweight, and suitable for tropical climates. The label is only in Thai without any additional languages, which is often considered an indicator of authenticity of Bangkok products. Respondents' opinions on product materials can be seen in the following data: "More comfortable because some materials are breathable for hot weather." (Data: CO.Mt.Bn.02.3.1). According to data (CO.Mt.Bn.02.3.1) consumers realize that the materials used in Bangkok fashion products provide more comfort than some local products. This factor is a major consideration in purchasing decisions, especially in tropical areas such as Indonesia. Consumers tend to choose clothes with lightweight and breathable materials, which are suitable for local climate conditions, so that they can wear clothes comfortably in their daily activities.

There are two main types of materials that consumers pay attention to:

Perforated Cotton. Perforated cotton is a type of fabric that has a porous or perforated texture, which provides a cooler effect when used. The following data shows respondents' views on perforated cotton material in BKK fashion products: "The clothes are made of perforated cotton, it's really cool to wear in hot weather." (Data: CO.Mt.Bh.Kb.02.3.1.1). According to data (CO.Mt.Bh.Kb.02.3.1.1) consumers feel that perforated cotton material provides more comfort, especially in tropical climates like Indonesia. Its breathable nature makes

this clothing suitable for everyday activities, thus increasing the appeal of Bangkok fashion products among buyers. In addition, this material also gives a light and flexible impression, making it the main choice for those looking for clothes that are comfortable but still stylish.

## **CONCLUSION AND RECOMMENDATION**

This study shows that certain factors play an important role in influencing consumer decisions to purchase BKK fashion products at the Monzninoen Royal Plaza Surabaya store. In addition, the Country of Origin (COO) aspect also contributes significantly to shaping consumer perceptions of Bangkok fashion products. By understanding these two aspects, this study aims to explain the factors that influence purchasing decisions and identify the influence of COO on consumer perceptions and preferences. Based on the results of the analysis that has been carried out, the following are the conclusions obtained in accordance with the formulation of the problems that have been set. There are several factors that influence consumers to purchase BKK fashion products at the Monzninoen Royal Plaza Surabaya store, namely price, size, style, and digital exposure. These four factors are important points in consumer purchasing decisions. Price is the main factor that dominates purchasing decisions, in accordance with the price theory of Kotler & Keller (2009) which states that price is one of the main elements in the marketing mix and influences consumer value perceptions. Consumers tend to choose products that offer affordable prices with commensurate quality.

In addition, Supriadi (2020) also stated that consumers usually compare prices with the benefits obtained before making a purchasing decision. Furthermore, product style is ranked second as a determining factor in purchasing decisions. Based on the consumer behavior theory of Schiffman and Kanuk (2008), style preferences reflect self-identity and become a form of social expression. Consumers tend to choose products that are in line with personal tastes and current fashion trends, which can create self-confidence and social status. BKK fashion products are known for their unique designs and follow the latest trends, making them attractive to young consumers who want to look stylish. Size is also a factor that influences purchasing decisions, especially because BKK fashion products offer a variety of sizes, including oversized and petite. Maslow's Hierarchy of Needs Theory (1943) supports this finding, stating that physiological needs and comfort are the top priorities for consumers. With a variety of size options available, consumers can find products that fit their body shape, which increases comfort and satisfaction.

Finally, digital exposure through social media such as Instagram and Shopee Live plays a role in building positive perceptions of the product. This is in line with the marketing communication theory by Kotler & Keller (2009), which states that visual exposure through digital platforms can influence consumer purchasing decisions. The use of social media to display product visuals in an attractive manner and provide positive reviews can create a desire to buy among consumers, especially among the younger generation who actively use social media. Thus, the results of this study are in line with relevant theories, showing that price, style, size, and digital exposure significantly

influence consumer decisions in purchasing BKK fashion products at the Monzninoen Royal Plaza Surabaya store.

The existence of Country of Origin (COO) or product originality provides a distinctive identity for fashion products from Bangkok. COO creates a certain perception in the minds of consumers, which then influences purchasing decisions. This is in line with the Country of Origin Effect Theory by Papadopoulos & Heslop (2014), which states that consumer perceptions of a product are greatly influenced by its country of origin. Consumers tend to associate products from a particular country with certain qualities, aesthetics, and innovations, so that BKK fashion products gain an exclusive image as products with fashionable and authentic designs. The identity of BKK fashion products can be observed through elements such as label tags, price tags, and materials used. Labels in Thai, distinctive materials such as perforated cotton or sheer, and unique designs reinforce the perception of authenticity. Solomon's Consumer Perception Theory (2018) supports that visual and tactile elements such as labels and materials play an important role in shaping perceptions of quality. With a clear COO, consumers feel more confident in the authenticity and quality of the products they buy. In addition, the COO also provides a sense of persona and exclusivity to Bangkok fashion products, creating strong differentiation in the market. Based on Keller's Brand Image theory (2013), a product's image can be strengthened through positive associations with its country of origin.

## ADVANCED RESEARCH

Future research can further explore the long-term impact of the Country of Origin (COO) effect on consumer loyalty and brand perception in the BKK fashion industry. While this study highlights the influence of price, style, size, and digital exposure on purchasing decisions, future studies could analyze how these factors interact over time and whether consumer preferences evolve with changing fashion trends. Additionally, qualitative research on consumer motivations and emotional connections to Bangkok fashion could provide deeper insights into brand attachment and identity formation. Comparative studies between BKK fashion and other regional fashion brands would also be valuable in understanding the competitive advantages of COO. Moreover, given the rise of digital marketing, further investigation into the effectiveness of influencer marketing and live-stream shopping on purchasing behavior could provide strategic insights for fashion retailers. Lastly, exploring sustainable and ethical considerations in BKK fashion could reveal emerging consumer expectations and potential shifts in purchasing decisions.

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